

P-36: Puyallup Tribal Outreach – Canoe Families & other events

Venue: Tribal Community

Goal: Preventing Initiation of Tobacco Use, Promoting Cessation of Tobacco, Eliminating Secondhand Smoke Exposure

Sponsoring Organization: Puyallup Tribal Health Authority

Abstract: The Puyallup Tribal Health Authority organizes a variety of tobacco prevention outreach activities for the Native American Community in the Tacoma area. These activities include a Tobacco Free - Pow Wow Fun Run, the Great Native American Smoke Out and educational events at the Tribal school. The Great Native American Smoke reaches hundreds of people each year with education. In 2001 employees wore T-shirts to celebrate its fifth year and to greet the 300 plus patients visiting the clinic with a smoke free message. The Tobacco Free - Pow Wow Fun Run attracted over 120 people in 2001. The Health Authority also supports the activities of the Puyallup Tribal Canoe Family. The Canoe Family is tobacco free and each summer they take their tobacco free message from village to village on the annual canoe journey. Incorporating culture into the prevention activities is effective in changing norms around tobacco use.

Recommendations: Reaching tribal community members with tobacco prevention and control activities can be accomplished by taking advantage of existing events or systems, tailoring messages to relate to the community's culture, and using a positive/supportive approach to encourage tobacco free norms and cessation.

Using a variety of venues to deliver tobacco free messages (such as clinics, special events, worksites, and schools), and engaging tribal members in delivery of these messages, increases the comprehensiveness and impact of the community's tobacco control effort.

Contact for more information:

Nancy McKindsey

Puyallup Tribe

253-272-6138

nancymc@ptha.ihs.gov